

Contemporary allied health practice - lessons from IKEA

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What could possibly be learned about health service provision from an iconic global furniture business? With IKEA's vision "To create a better everyday life for the many people" this sentence could comfortably sit on the wall of any health service.

When it comes to embracing change and innovation to enable cost efficiency and leading edge renewal; perhaps IKEA's core values and approach to design can inform health economic arguments and prepare allied health services for the world of pricing policies, and consumer directed care.

Features such as customer empowerment, goal-oriented service provision and attention to literacy needs are classic of the IKEA approach which provides enablers to enhance the service user experience. Do our organisations enable or are our systems built with barriers?

An investment in human resources is at the heart of the IKEA business model. This is not simply financial, but occurs through the provision of unique opportunities, development and a thriving team environment. At IKEA you're not just a "worker" you are a "co-worker". Investing in our allied health workforce is essential to future comprehensive health services for our communities, but perhaps salary is only one factor in this equation.

With consumer partnerships emerging as an essential part of building safe and high quality future health care, IKEA are the masters of "social listening", placing value on relevant data and telling the story of the solution back to the consumer in a tangible, accessible and aspirational way.

This presentation focuses on the elements of IKEA's business model that could be worth emulating or incorporating in a rapidly evolving sector in need of some fresh lösningar (solutions). All keys optional.